



Downtown Revitalization Enters New Year, New Phase

As 2002 drew to a close, so did a major phase of construction in downtown Sunnyvale. Over the past 12 months, significant work has been accomplished on several key projects that are integral to the downtown revitalization effort. External work on the three Mozart office buildings, located at Mathilda Place between Washington and Evelyn Avenues, is essentially complete (with finishing touches scheduled for January) and the first new corporate tenant, Broadcom, moved in. Parking space has greatly expanded in downtown Sunnyvale with the completion of several parking structures. In the last year, public parking capacity in downtown has increased by more than 1,300 spaces, including:

- 962-space parking garage at Iowa and Sunnyvale avenues, opened at the end of 2001, offering free, unlimited parking every day
- 400-space underground parking garage at Frances and Evelyn, with 250 spaces available to the public—now available for up to three hours parking between 7:45 a.m. and 6 p.m., and unrestricted parking between 6 p.m. and 2:30 a.m.
- 400 space Multi-modal Transit Station opened in December. The station itself will be completed in mid-2003

Street improvements earmarked for this phase of downtown redevelopment are essentially complete. Public outreach and discussion continue on future redevelopment strategies for downtown, with no specific additional projects scheduled at this time. For additional information on downtown redevelopment, visit the redevelopment web site at www.ci.sunnyvale.ca.us/downtown or call the Hotline at 408-737-4900.

***Thank you for your patience
and cooperation during
downtown construction.***

Our city enjoys life

Our city shines

Our city rests easy

...thanks to Sunnyvale businesses—and you!

Every time you dine out at a Sunnyvale restaurant, purchase a car at a Sunnyvale dealership, rent movies at a Sunnyvale video store or buy any item in Sunnyvale, you're helping the City provide our nationally recognized public services. Every dollar you spend in Sunnyvale directly benefits city services. We can all feel safe, drive on clean, well maintained and lighted streets, relax in our community's beautiful parks and enjoy many other city services—all because of you and our community's valuable businesses.

The 9,400 retailers, hotels, restaurants, corporations and home-based businesses located in our City contribute 70% of total revenues to the Sunnyvale General Fund. That's about \$63 million annually. So let's keep making our community one of the best in the nation.

Support your local Sunnyvale businesses!

WPCP Launches Web Site

In response to frequent requests for online information about sewage treatment and storm water pollution prevention, the

Environmental Division of Sunnyvale's Water Pollution Control Plant has created a web site.

To assist the business community in becoming active in water pollution prevention, specific tips are listed under the "What Businesses Can Do on the Pollution Prevention" page.

To access the site directly, go to the City's home page at <http://www.ci.sunnyvale.ca.us> and type in /wpcp at the end of the URL or use the City's "Search" button on the navigation bar. You may also look for Water Pollution Prevention under the Ongoing Projects/Activities section.

For more information about the new site, contact Gail Glen, Environmental Outreach coordinator, Sunnyvale Water Pollution Control Plant, at 408-730-7738 or gglen@ci.sunnyvale.ca.us.

Get the Facts About Recycled Paper

Recycled paper is more widely used than ever—and with good reason. After reading the facts below, you'll understand why we're stumped if your company hasn't made the switch to recycled paper. Fact #1: Recycled paper is as high quality as virgin paper. Three major office equipment manufacturers and the U.S. Government Printing Office evaluated the quality and performance of more than a dozen brands of 30 percent recycled paper in various office equipment and found that

recycled paper was equivalent in performance to virgin paper. [“The Results are in ♦ Paper Containing 30 percent Post-Consumer Fiber (30% PC) Works Just Fine,” www.ofee.gov]

Fact #2: Recycled paper is priced competitively with virgin paper. An informal survey of four office supply vendors found that 30 percent post-consumer recycled paper is competitively priced with virgin paper (specifications: 8.5” x 11”, 20 lb., 84 bright)*. Your company may even be able to obtain discounted pricing by joining an organization such as the Recycled Products Purchasing Cooperative (1-800-694-8355, www.recycledproducts.org). To request a list of local recycled paper sources, contact the Commercial Recycling Program at 408-730-7484.

*Office Depot, Office Max, Boise Cascade, and Businesssupply.com were surveyed. Virgin paper prices ranged from \$2.59 - \$10.95 and recycled paper ranged from \$2.89 - \$11.10 per ream.

Fact #3: Recycled paper has numerous environmental benefits over virgin paper. According to the U.S. Environmental Protection Agency³, by buying recycled products, your company will be helping to: save natural resources, energy, clean air and water, and landfill space. www.epa.gov/region09/waste/solid/reduce.html#br2

Why wait any longer? Make the switch to recycled paper today! Sunnyvale Commercial Recycling Program 408-730-7484

www.ci.sunnyvale.ca.us/recycle/commercial.htm



Child Care Services Provides Options for Local Families

The City of Sunnyvale’s Office of Child Care Services is dedicated to enhancing the quality, accessibility and affordability of childcare in Sunnyvale. Staff members assist seekers and providers of childcare, support the City’s Child Care Advisory Board (CCAB), and collaborate with organizations to advocate for high quality childcare.

Child Care Services staff is happy to provide you and your employees with information about your childcare options in Sunnyvale, including a Child Care Services information packet. The packet includes comprehensive listings of licensed family childcare homes and childcare centers in Sunnyvale, and informative brochures that focus on a variety of issues, including how to choose high quality childcare. Child Care Services staff also connects parents to local childcare resource and referral agencies.

An important component of the Child Care program is the seven-member CCAB, which provides the City Council with the technical expertise necessary to address issues surrounding the quality and affordability of childcare in Sunnyvale. The City is currently seeking applications for the CCAB from the Sunnyvale business community. To learn more, please contact Kristen Nigriny, Child Care Manager, by phone, 408-730-7532, or by e-mail, knigriny@ci.sunnyvale.ca.us.

For more information about the Child Care Services program, please contact Kristen (contact information provided above) or visit the City’s Child Care Services web page:

Financing Available for Sunnyvale Businesses

Lenders for Community Development (LCD) is a non-profit organization that provides financing to small business owners in the Sunnyvale area. LCD's small business loan program is designed to serve businesses owned by women and minorities, and businesses located in low and moderate income areas.

LCD's flexible lending criteria makes it possible

Rising Star 2002 Luncheon Recognizes Sunnyvale Business "Rising Stars" and Teacher of the Year

On Thursday, Nov. 14, the City of Sunnyvale and the Sunnyvale Chamber of Commerce honored the Sunnyvale companies recognized as part of the "Deloitte & Touche: Technology Fast 50," "Inc Magazine: INC 500 Hall of Fame," "Silicon Valley Business Journal: Top 100 Fastest Growing Private Companies" and "Santa Clara County Office of Education Teacher of the Year" programs. These "Rising Stars of 2002" reinforce Sunnyvale's continued role as the Heart of Silicon Valley. The following firms and teacher were recognized with awards presented by Sunnyvale Mayor Frederik M. Fowler and Chamber Chairperson Deborah Owens:

Technology Fast 500 By Deloitte & Touch

Interwoven, Inc.

OmniVision Technologies, Inc.

Ariba, Inc.

Vitria Technology, Inc.

Resonate, Inc.

McAfee.com Corporation (Merged with Network Associates)

Finisar Corporation

Silicon Image, Inc.

SonicWALL, Inc.

Hyperion Solutions Corporation

Network Appliance, Inc.

Synplicity, Inc.

to lend money to entrepreneurs who cannot secure financing from traditional banks. Since 1995, it has loaned money to a variety of Sunnyvale businesses, including Best Face Forward and Madras Café.

Working with both new and existing businesses, LCD offers competitive interest rates on term loans up to \$50,000 and lines of credit up to \$25,000. LCD borrowers take loans for a variety of purposes, including inventory expansion, renovations, equipment and vehicle purchases, and business acquisitions. LCD offers free one-on-one business counseling, referrals to small business resources in the community, and a matched savings and education program for qualified borrowers.

LCD's bilingual staff stands ready to answer your questions about getting financing for your business. For more information about small business loans from LCD, call Robin Miller at 408-297-0204 x23.

Cephneid

The INC 500 Hall of Fame by Inc Magazine

Blue Pumpkin Software
TeleChem International, Inc.

Fastest Growing Private Companies by Silicon Valley Business Journal

Broadmedia, Inc.
EORM Inc.
TDN Electric Inc.

Largest Private Companies (ranked by fiscal year revenue) by Silicon Valley Business Journal

AVCOM Technologies Inc.
Valin Corp.
Advanced Technical Resources

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Sunnyvale BUSINESS PAGE

The Economic Development Newsletter for Sunnyvale Businesses

City of Sunnyvale

P.O. Box 3707

Sunnyvale, CA 94088-3707

